

**WHAT IS CLAIMED IS:**

1. A method of synchronizing delivery of a first content to a plurality of users, comprising the steps of:

providing a second content to a compression device for compressing said second content to provide a time window in said second content, said  
5 compression device having a processing device for controlling said synchronizing of said time window; and

delivering the first content to the plurality of users at said time window when the first content is synchronized to simultaneously deliver said first content to each of the plurality of users.

2. A method of delivering a first content to a plurality of users, comprising the steps of:

compressing a second content associated with a second content time window with a compression device, to provide a first content time window in said  
5 second content time window for insertion of the first content therein; and

synchronizing with a processor the first content with said second content in said second content time window for delivery to the plurality of users.

3. The method of Claim 2, wherein the first content is one or more advertisements which can be viewed during corresponding commercial breaks of said second content.

4. The method of Claim 3, wherein said second content in the step of compressing is a sitcom, a sporting event, a movie, or a news broadcast.

5. The method of Claim 2, wherein the first content in the step of synchronizing is synchronized across one or more broadcasting channels.

6. The method of Claim 5, wherein the first content in the step of synchronizing is synchronized simultaneously across one or more broadcasting channels.

7. The method of Claim 2, wherein only said second content is compressed with said compression device in the step of compressing.

8. The method of Claim 2, wherein the plurality of users which receive the first content can be presented with the first content both visually and aurally.

9. The method of Claim 2, wherein a first user of the plurality of users can receive the first content visually, and a second user of the plurality of users can receive the first content aurally.

10. The method of Claim 2, wherein the compression device in the step of compressing compresses both visual and audio content of said second content.

11. The method of Claim 2, further comprising the step of distributing with a distributing device the first content and said second content to said compression device.

12. The method of Claim 11, wherein said distributing device is a satellite transmission system.

13. The method of Claim 2, wherein said compression device in the step of compressing comprises said processor for timing of a broadcast of the first content and said second content.

14. A system of delivery of a first content to a plurality of users,  
comprising:

a second content associated with a second content time window which  
is compressed with a compression device, to provide a first content time window in  
said second content time window for insertion of the first content therein; and

a processor which synchronizes the first content with said second  
content in said second content time window for delivery to the plurality of users.

15. The system of Claim 14, wherein the first content is one or more  
advertisements which can be viewed during corresponding commercial breaks of said  
second content.

16. The system of Claim 15, wherein said second content is a sitcom, a  
sporting event, a movie, or a news broadcast.

17. The system of Claim 14, wherein the first content is synchronized  
across one or more broadcasting channels.

18. The system of Claim 17, wherein the first content is synchronized  
simultaneously across one or more broadcasting channels.

19. The system of Claim 14, wherein only said second content is  
compressed with said compression device.

20. The system of Claim 14, wherein the plurality of users which receive  
the first content are presented with the first content both visually and aurally.

21. The system of Claim 14, wherein a first user of the plurality of users  
receives the first content visually, and a second user of the plurality of users receives  
the first content aurally.

22. The system of Claim 14, wherein the compression device compresses both visual and audio content of said second content.

23. The system of Claim 14, wherein a distributing device distributes the first content and said second content to said compression device.

24. The system of Claim 23, wherein said distributing device is a satellite transmission system.

25. The system of Claim 14, wherein said compression device comprises said processor for timing of a broadcast of the first content and said second content.

26. A system for synchronizing a first content to a user, comprising:  
a first content providing device for providing a first content to a plurality of users;  
a second content providing device for providing a second content to said plurality of users; and  
a compression device for compressing said second content to create a time window for providing said first content in said time window to said plurality of users.

27. A method of synchronizing a first content to a user, comprising the steps of:  
providing the first content to a distributing device;  
distributing the first content to a compression device for compressing the first content to provide a time window in a second content, said compression device having a processing device for controlling the synchronizing of said time window; and  
synchronizing the first content to simultaneously deliver the first content to the user at said time window.